



**CALIFORNIA STATE SCIENCE FAIR
2005 PROJECT SUMMARY**

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Project Title Branded	
<p style="text-align: center;">Abstract</p> <p>Objectives/Goals PURPOSE: The purpose of this experiment is to find out if brand name causes consumers to have predetermined opinions about a product.</p> <p>QUESTION: Does a brand name cause consumers to have a predetermined opinion about a product?</p> <p>Methods/Materials</p> <ol style="list-style-type: none">1. Purchase one half-liter plastic bottles of Safeway, Dasani, Fiji, and Ty Nant brand spring water. Purchase four one-gallon jugs of Safeway brand spring water.2. Create survey sheets.3. Set-up testing table: a. Place the four different half-liter bottles, along with a sign indicating price per ounce, on table b. In front of each bottle, place fifty three-ounce cups c. Fill all two hundred cups with Safeway brand spring water d. Place survey sheets with pens at one end of the table.4. Find fifty people, eighteen and over, who are willing to participate in a water taste test.5. Give each person a survey sheet and a pen, and tell them the following: a. Taste one sample of each type of water b. Rank the water, with one being the highest and four being the lowest c. Fill out gender and age.6. Collect the sheets and record the results. <p>Results</p> <p>After analyzing the results of the survey, we found that the average ranking for the Safeway brand spring water was 3.04, the Dasani had an average ranking of 3.08, and the Fiji brand spring water had an average ranking of 2.36. The spring water with the highest average ranking was the Ty Nant water with 1.52. When comparing female versus male, the results were very similar. The age comparison revealed that as the respondent#s age increased, they rated the more expensive waters closer to the less expensive waters. They did, however, still follow the trend.</p> <p>Conclusions/Discussion</p> <p>We found out that brand names and prices can influence a consumer's opinion. Our hypothesis was correct because we believed that the most expensive water would be the highest ranked. We believe that the results came out this way because as consumers we are led to believe that the more something costs, the better it must be. Just like the old saying, "You get what you pay for." We believe that much of this comes from advertising, product name recognition, and brand trust.</p>	
Summary Statement Advertising, name recognition, and brand trust play a big part in a consumer's opinion of a product.	
Help Received Mother helped with water taste test.	